



Public Health

Title :

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وَقُلْ رَبِّ زِدْنِي عِلْمًا



Introduction to Public Health

L 2

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Outlines

- History of Public Health
- Core Activities of Public Health
- Ten Great Public Health Achievements
- Dimensions of Public health
- Health Education Definition – WHO
- Health Education Priorities
- Health Education Principles and Concepts
- Health Promotion
- Main approaches to health promotion
- Concept of health promotion
- THE PROCESS OF HEALTH PROMOTION
- THE FIVE MAJOR AREAS/STRATEGIES IN HEALTH PROMOTION

History of Public Health

500 BCE



Greek and Romans practice community sanitation measures

1840 s



The Public Health Act of 1848 was established in UK

1970



The environmental protection agency was founded

Pandemics

The risk is reduced by health education

Influenza



BLACK NOVEMBER
The 1918 influenza pandemic in New Zealand



Geoffrey W. Rice

500 million infected worldwide in 1918

Poliomyelitis



a highly infectious viral disease that largely affects children

Vaccine

introduced in 1955, eradication initiative launched in 1988

ما قدروا يعلموا
eradication بسبب انه
بعض الاطفال ما اخذوا
vaccines



Smallpox eradication in 1978

من خلال الدراسات ومعرفة cause و
mode للمرض عملوا اله
vaccines وقدروا انهم يعلموا eradication للمرض

Last case

HIV



34 million living with HIV
Worldwide, 20% decline in new infections in 2001

Prevention through policy

PH works to protect and improve health not only by responding to outbreaks and disasters, but by **implementing policies** that support and work at society level.

Examples:

Tobacco law



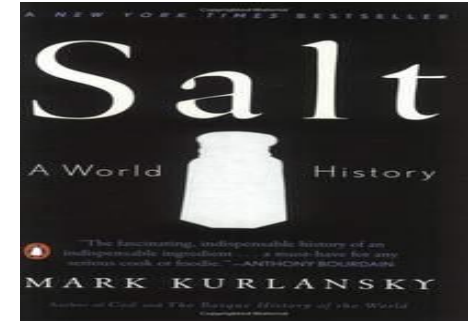
Tobacco banning law in public places in 2000-2004

Obesity pandemic



Dietary changes and promotion of physical activity

Iodization of salt & Fluoridation of water



Prevention of
Ⓢ hyperthyroidism
Ⓢ and dental decay

Core Activities of Public Health

as COVID-19

1

Prevents epidemics and the spread of disease

- ① Water pollution
- ② Air pollution
- ③ Noise
- ④ high temp.

2

Protects against environmental hazards

3

Responds to disasters and assists communities in recovery

Floods
Earthquakes

After these disasters, health services and homes are destroyed, and sanitation leads to water and air pollution, infection and diseases.

4

Prevents injuries

⑤ Home injuries

Burns and kerosene poisoning lead to pneumonia and death

⑥ Road accidents

The use of seat belts didnt reduce accidents, but it did reduce injuries

5

Promotes healthy behaviors

⑦ Falling accidents for the elderly lead to fractures and injuries

Healthy eating, a healthy lifestyle, physical activities, stopping smoking, alcohol and drugs

6

Assures the quality, accessibility and accountability of health services

↪ The ability to use it when needed

Core Activities of Public Health (cont.....)

How can health status be assessed? By knowing the population, number of deaths and births, diseases, and whether there is an increase in it

7

Monitoring the health status of the population

8

Mobilizing community action

All people receive the same level of health services and focus on areas far from the city center

9

Reaching out to link high-risk and hard-to-reach people to needed services

من واجب PH الوصول للأشخاص التي ما يستخدموا الخدمات الصحية لأي سبب عن طريق فريق عمل توصل للناس والأطفال التي ما أخذوا المطاعيم اتجنب حدوث بؤرة من الأمراض

10

Researching to develop new insights and innovative solutions

Each program includes evaluation and research on people and services to improve it

1 As the vaccination system, we must calculate the coverage rate to know the number of children who received this service in order to improve

11

Leading the development of sound health policy and planning

2 Maternal and Child Health:

من خلال متابعة المرأة الحامل في المراكز

eligible children : الأطفال التي يفترض أخذوا المطاعيم

Ten Great Public Health Achievements

The important vaccines

Hepatitis B
TDP
BCG
HIP type B
Rotavirus vaccine

1. Vaccination

2. Motor-vehicle safety

As Infection, stress and depression

3. Safer workplaces

4. Control of infectious diseases like malaria

5. Decline in deaths from coronary heart disease and stroke

An important cause of disability and mortality such as **hypertension** and **angina pectoris**

6. Family planning

ليس تحديد النسل بل تنظيم
لاتحاة الفرصة للاطفال لتلقي الرعاية الكاملة

7. Fluoridation of drinking water

8. Recognition of tobacco use as a health hazard CDC, 1999

9. Healthier mothers and babies

10. Safer and healthier foods
In quantity and quality and reduce carbohydrates and fats

Dimensions of Public health

الغاية ليست فقط اعطاء المعلومات
وانما تغيير التوجهات الناس لتغيير من
نمط سلوكهم
عن طريق اقناعهم دون اجبار

في تداخل بين education و promotion

education اوسع من Promotion

promotion جزء من education

Education is part of the promotion

Health promotion

- Health education

Giving people knowledge to improve their behaviour

Disease prevention

- Health protection
Vaccination and mask

Prophylaxis treatment : admimistration of drugs to healthy people

As Aspirin

Antibiotic to people who is cntact with
people with meningtis

Anti-malarias given berfore travelling

Early diagnosis and prompt treatment

Via screening as HIV and human papillomavirus(HPV) لمنع تطور المرض
Early detection of breast cancer and before school

Disability limitation

Early detection reduces disability

Like a stroke

Rehabilitation

Health Education Definition – WHO

❖ Process of providing information and advice related to healthy lifestyle and encouraging the development of knowledge, attitudes and skills (KAP) aimed at behavior change of individuals or communities.

نحاول الشخص هو نفسه يسيطر على صحته

❖ Enables and influences control over own's health leading to optimalization of attitudes and habits related to lifestyle and increasing quality of life.

Objectives

1. Informing people ✓
2. Motivating people ✓
3. Guiding into action ✓



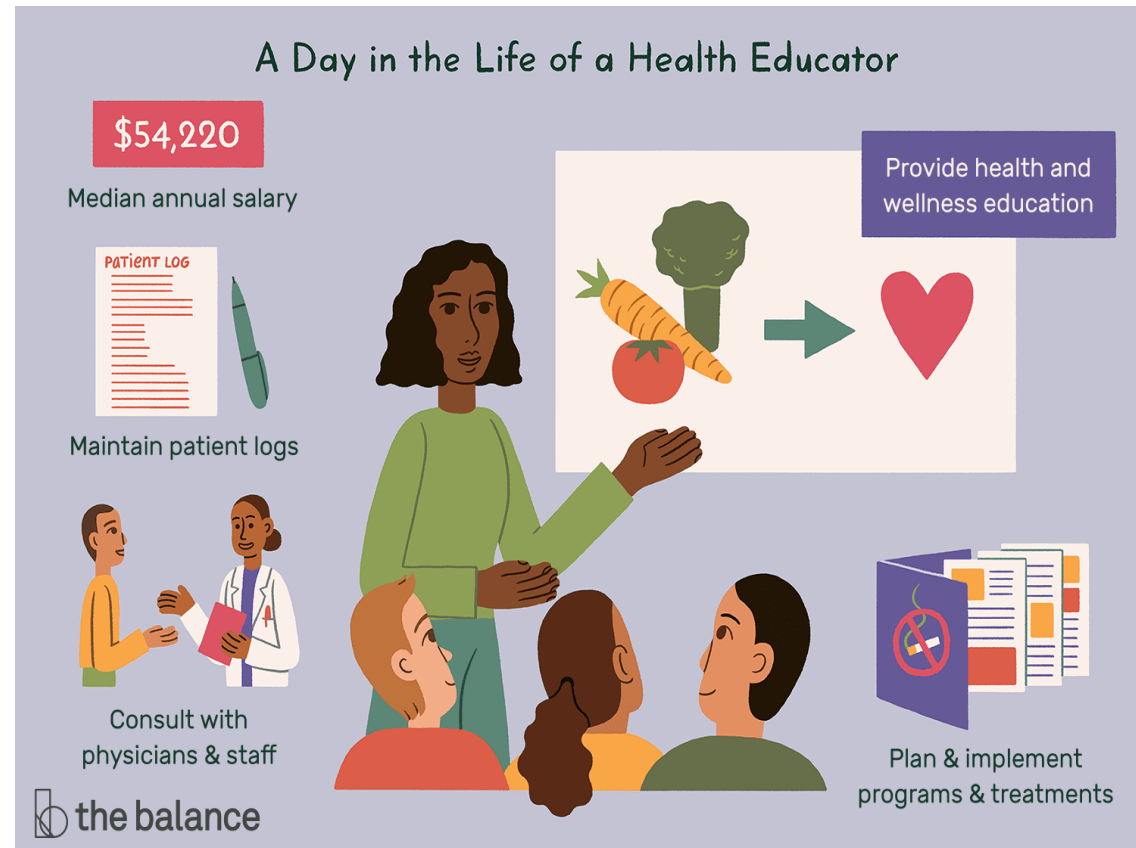
Health education is defined as: “Any combination of learning experiences designed to facilitate voluntary adaptation of behavior conducive to health”.

دون اجبار لازم يقتنع من الداخل

The word “voluntary” is significant for ethical reasons.

(Educators should not force people to do what they don't want to do)

i.e. All efforts should be done to help people make decisions and have their own choices.



Criticism to Health education (HE)

■ H.E. was too narrow, focused on individual's lifestyle.

■ More work was done about wider issues e.g., social policy, environmental safety measures.



(**EMERGENCE of HEALTH PROMOTION**).

على مستوى مدرسة
مستوى مجموعة من المجتمع

■ (Health Education is the primary and dominant measure in Health Promotion).

Wider
All people

Health Education Priorities

Children and Youth

Preschool age

- healthy nutrition,
- physical activity,
- personal hygiene,
- daily regimen,
- basics on prevention of most common diseases
- communication with physician



Nutrition
and Physical
Activity



Growth,
Development,
and Sexual
Health



Injury
Prevention
and Safety



Alcohol,
Tobacco, and
Other Drugs



Mental,
Emotional,
and Social
Health



Personal and
Community
Health

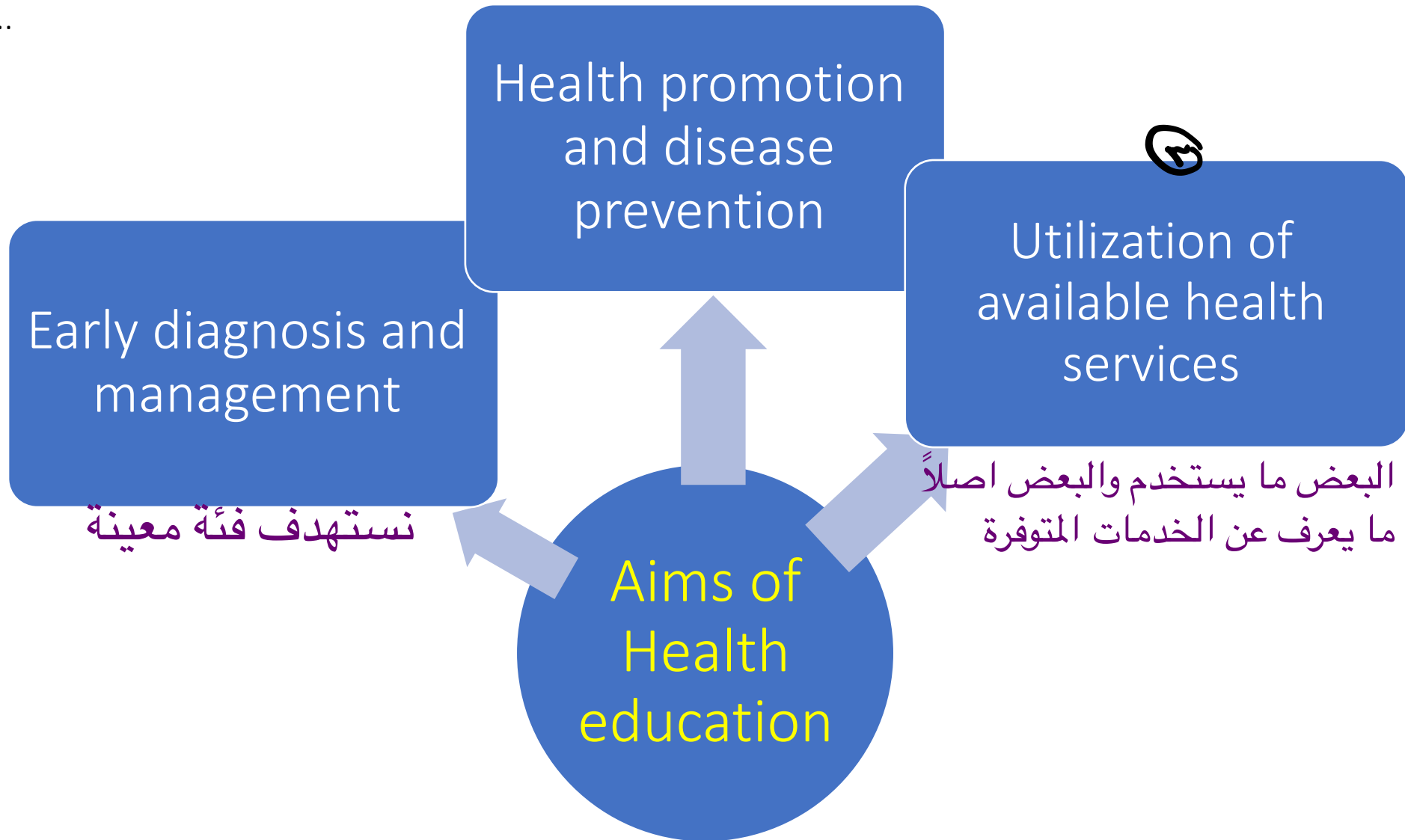
School age

- healthy lifestyle
- regimen of work and rest
- mental health
- sexual education
- education against smoking and drug abuse
- prevention of most common diseases

Adolescent age

- healthy lifestyle
- sexual education, HIV/AIDS
- drugs, smoking
- selection of a profession

Health Education Principles and Concepts



Health Promotion (HP)



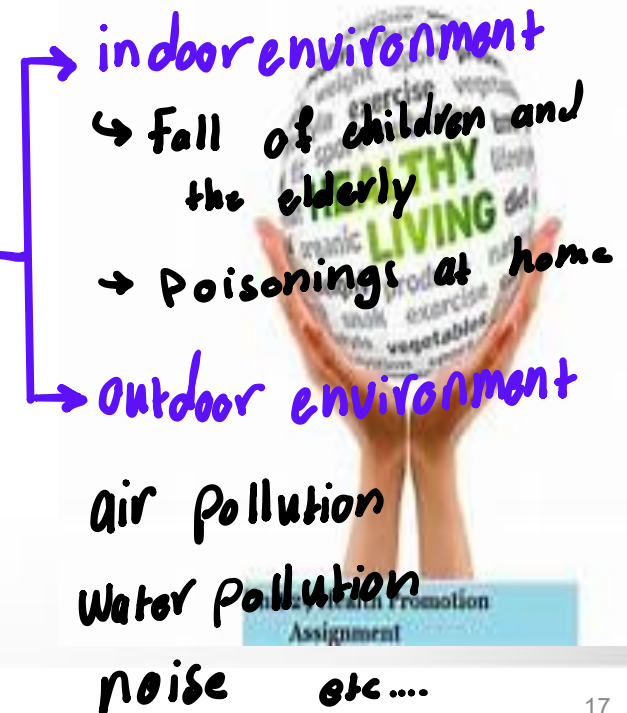
- ❖ HP is defined by World Health Organization 1986 as “The process of **enabling people to increase control over and improve their health**”.
- ❖ Health promotion is any combination of health, education, economic, political, spiritual or organizational initiative designed to bring about **positive attitudinal**, behavioral, social or environmental **changes conducive to improving the health of populations** (Better Health & Quality of life).
- ❖ Health Promotion = health education x healthy public policy.



Cont...

- Main Aims of Health promotion is To enable people to increase control over Health & To Improve the Over all Health.
- There Aim can be achieved by the following Intervention :

- Health Education
- Environmental Modification
- Behavioral Changes
- Life Style change
- Nutritional Intervention



Health promotion approach is based on the knowledge that health is influenced by myriad complex and inter-related factors. These include:

1. individual **behaviors and beliefs**.
2. **family** environments.
3. community and **work cultures**.
4. practices and **policies**.
5. broader **socioeconomic** factors such as culture, legislation, the media and economics.

تؤثر خصوصا في
موضوع الطعام

Main approaches to health promotion:

- Medical or preventative
- Behavioral change
- Educational
- Empowerment
- Social change

Health promotion is a **set of actions to foster good health and wellbeing.**

Telling people **how to look after their health** is just one part of health promotion.

Health promotion involves action:

- to inform people of what they could do to **stay healthy.**

- to address the things in the community that **influence health and wellbeing the most**, so that these can be supported.

والسبب الثاني لاختلاف **promotion**

انها تمنع **risk factor** قبل حدوثها

Health promotion activities are **geared toward promoting health and preventing ill-health rather than focusing on people at risk for specific diseases (prevention of the development of risk factors).**

Examples of effective health promotion activities for child and family health

تثقيف المرأة الحامل على اهميتها
وتمكن في وجود antibody التي تنتقل للطفل ليقفل من فرصة الاصابة بال
infection

•Promoting breastfeeding.



الفائدة مش بس للطفل للام
كمان وهو تنظيم الحمل وتقلل
من breast cancer



•Promoting child and family nutrition.

•Sexually Transmitted Diseases prevention and education.
كل دولة الها سياسات معينة

•Injury prevention

•Promoting physical activity.



•Smoking cessation programs such as
quit' activities and 'brief interventions'



Does health promotion work?

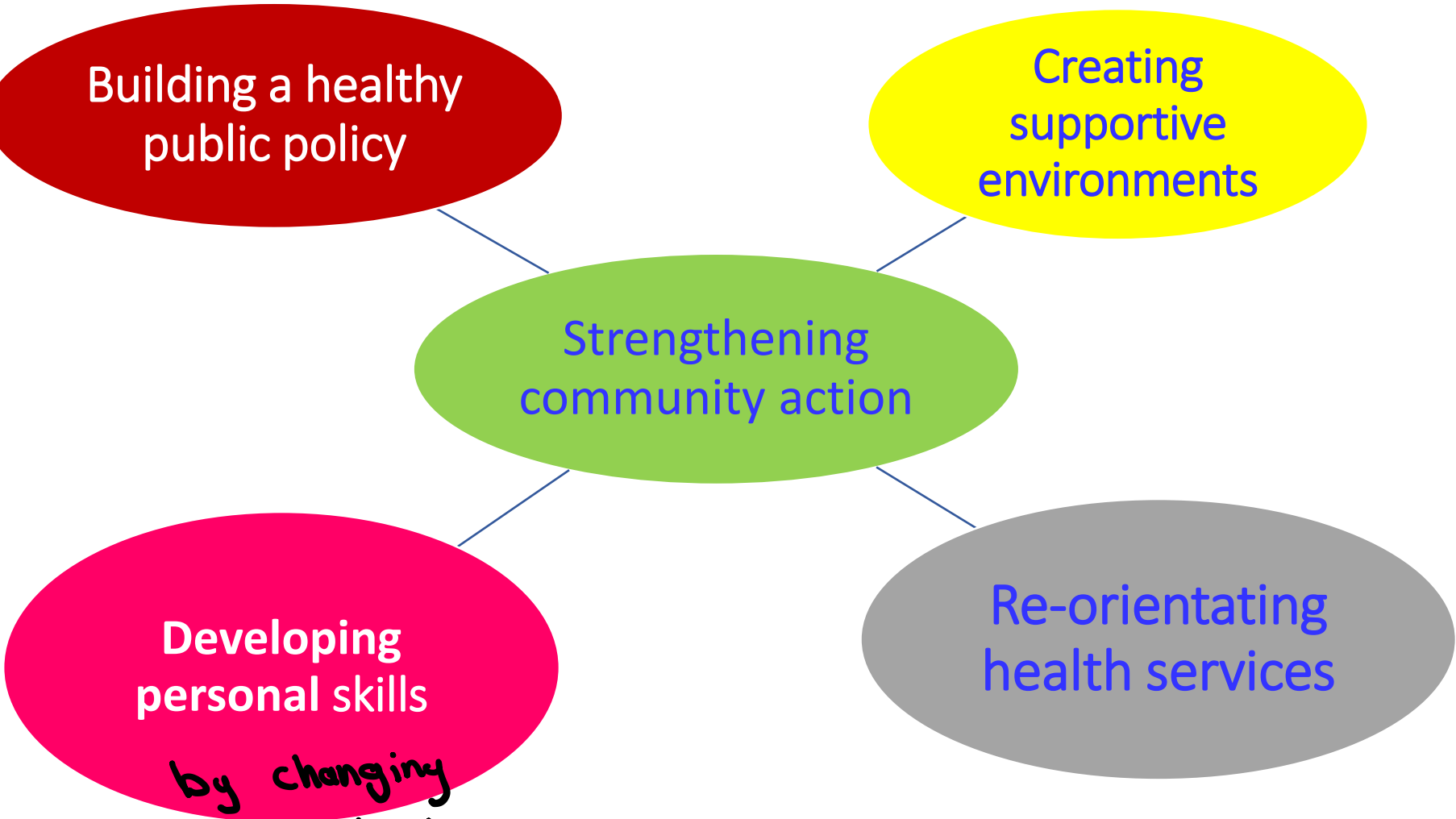
- ❖ Research and case studies from around the world provide convincing evidence that **health promotion is effective**.
- ❖ Health promotion strategies can develop and **change lifestyles**, and have an **impact on the social, economic and environmental conditions** that determine health.

What are the strategies for success?

The five strategies set out for Health Promotion are essential for success:

- build **healthy public policy**.
- create **supportive environments**.
- **strengthen community action**.
- develop **personal skills**.
- **reorient health services**.

THE FIVE MAJOR AREAS/STRATEGIES IN HEALTH PROMOTION



Develop healthy public policy

- Health should be on the policy agenda in all sectors, and at all levels of government.
- Governments are ultimately accountable to people for the **health consequences of their policies**, or the **lack of policies**.
- A **commitment to healthy public policies** means that governments must **measure and report on their investments for health**, and the **subsequent health outcomes** of these investments and policies in a **language** that all groups in society readily understand.

2-Create supportive environment:

(1) Protection and conservation of the natural environment - as a natural resource - must be addressed in any health promotion strategy.

(2) We must create a healthy working & living conditions and making them safe, stimulating for health, satisfying & enjoyable.

3) Systematic assessment of the health impact of any rapidly changing environment as in Work -places, energy production areas and rapidly urbanized areas.

(4) Encourage research studies for detection of environmental hazards on health and methods of controlling them.



3-Strengthen community action

□ Health promotion depends on concrete & effective community action. The community must share in:

- Setting **priorities** حسب المشاكل الموجودة في المنطقة
- Making **decisions**
- Planning **strategies**
- **Implementing** these strategies



This can be enhanced by:

- Empowering the community
- Create ownership
- Control of their actions & efforts.

هاي النقطة بتأكد على اهمية تقييم اي program



This requires:

- Continuous access to information.
- Learning opportunities for health.
- Funding support.

4 -Health promotion strategies directed towards individuals :

- a. Increase individual awareness of disease and disability prevention actions.
- b. Changing lifestyles to healthy ones.
- c. Encourage individuals to have check-ups and to use health screening opportunities.
- d. Early seeking for medical advice
- e. Compliance to physician instruction and treatment schedule. مثل HPV

مثل بعض الدول تضع سياسات بناءً على العمر

5- Reorient health services

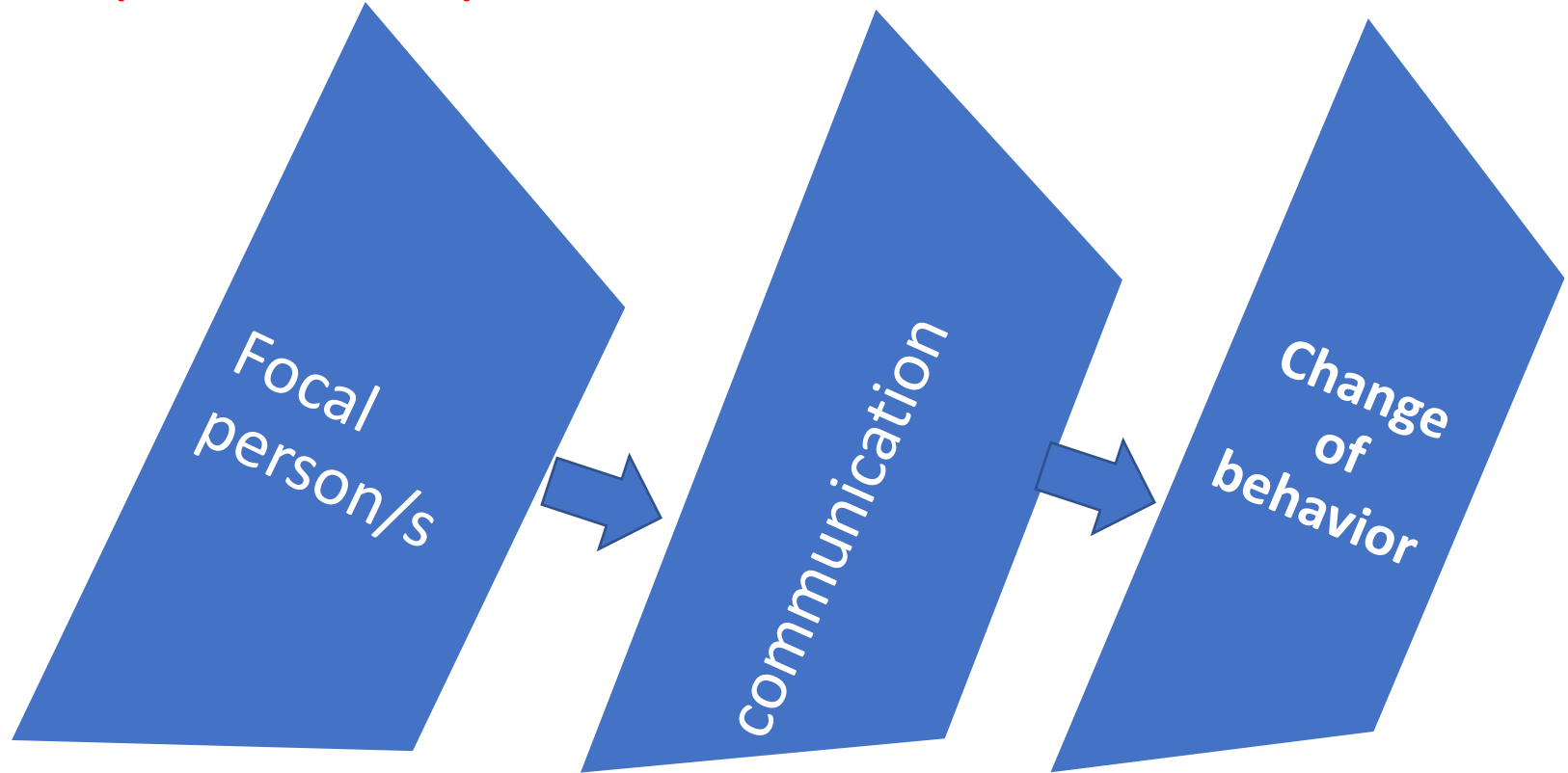
نصلح اذا كان في gap معينة

- ❖ Health promotion requires **reorientation** of health systems from **tertiary** (curative strategies) to **primary and secondary prevention models**.

احنا ك PH physician دائماً بنركز على prevention من خلال الطرق الي حكينا عنهم من education ... لكن الصدمة
انه هاي بتواجه ممانعة من الاطباء وشركات الادوية لانهم للاسف يفكروا بالارباح اكثر من صحة البشر 🤔🤔

- ❖ This reorientation is often be **resisted by doctors**, and **pharmaceutical** companies and **hospitals**, those who adopt “**find it and fix it**” approach.
- ❖ Encourage health service providers to build **opportunities for health education** settings in primary and secondary prevention of disease and disability when delivering services.

Concept of health promotion



من هم الاشخاص المستهدفين

مدراس
الكليات
المرضى

كيف توصل المعلومة

وهي الاله



اذا ما وصلت المعلومة بطريقة صحيحة ما رح يتغير اشى

Associate Professor Dr. Eman A. Al-Kamil

الغاية
الهدف

THE PROCESS OF HEALTH PROMOTION

FOCUS

- Individuals
- Groups
- Population

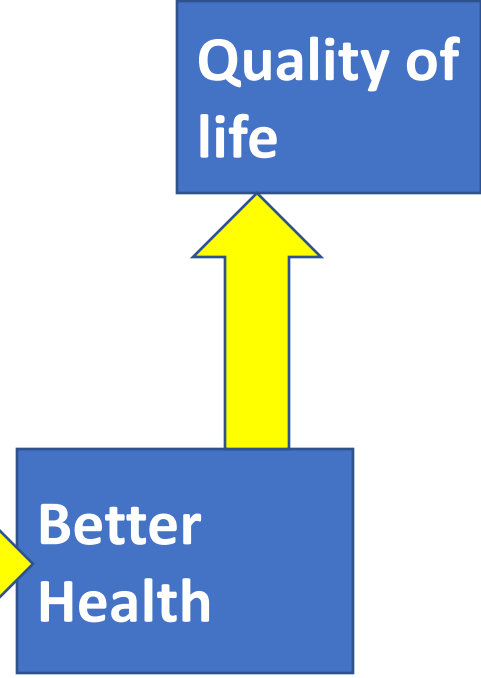
STRATEGIES

- Education
- **Counseling**
مثلاً الاستشارات المتعلقة بتنظيم النسل
- Economic change
- Legislative change Policy or organization change

IMPACT

- Behavioral educational change
- Social, economic and environment change

OUTCOMES



من الاهمية انك تعرف مين الجهة المستهدفة عشان تعرف شو المراضيع الي لازم تطرحها وشو الطريقة

